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**FAX NO** : 571-273-8300

**TO** : Commissioner for Patents  
Mail Stop: Amendment

**FROM** : Oleg F. Kaplun

**DATE** : December 28, 2005

**SUBJECT** : U.S. Patent Appln. Serial No. 09/653,767  
for *Frames-Based Advertising Service*  
with *Response and Activity Reporting*  
Inventor(s): Allan et al.  
Our Ref.: 40116/06801

**NUMBER OF PAGES INCLUDING COVER : 29**

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**MESSAGE:**

Please see attached.

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[40116/06801]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Allan et al.  
Serial No. : 09/653,767  
Filing Date : September 1, 2000  
For : Frame-Based Advertising Service With Response  
And Activity Reporting  
Group Art Unit : 3629  
Examiner : Jonathan P. Ouellette

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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By:

Oleg F. Kaplun, (Reg. No. 45,559)

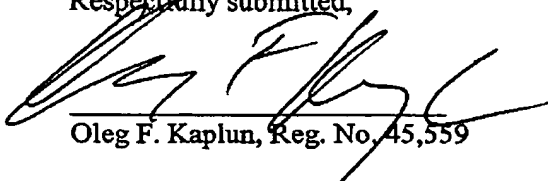
Date: December 28, 2005

TRANSMITTAL

In response to the Non-Final Office Action mailed October 24, 2005, please find an Amendment for filing in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge any additional fees to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: December 28, 2005

  
Oleg F. Kaplun, Reg. No. 45,559

Fay Kaplun & Marcin, LLP  
150 Broadway, Suite 702  
New York, New York 10038  
Tel: (212) 619-6000  
Fax: (212) 619-0276

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[40116/06801]

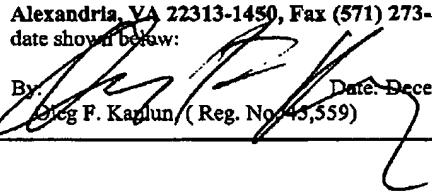
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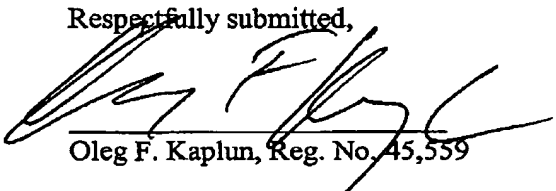
By:  Date: December 28, 2005  
Oleg F. Kaplun, (Reg. No. 45,559)

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Respectfully submitted,

Dated: December 28, 2005

  
Oleg F. Kaplun, Reg. No. 45,559

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[40116/06801 - A - 68678]

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Examiner : Jonathan P. Ouellette

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

In response to the Non-Final Office Action mailed October 4, 2005 in the above-identified application, please enter the following amendments and consider the following remarks: